What is claimed is:

1. A computer-implemented method for sharing a user's personal information with a host computer in a networked computing environment, the method comprising:

gathering personal information from a user of the computer network;

storing the user's personal information at a first network server;

receiving at the first network server a request for the user's personal information from another network server;

sending the requested information to the other network server.

2. The method of claim 1, wherein gathering comprises requesting information directly from the user.

3. The method of claim 1, wherein gathering comprises monitoring user activity.

4. The method of claim 1, wherein gathering comprises soliciting information from others.

5. The method of claim 1, wherein the other network server corresponds to a business entity with whom the user is engaged in a transaction.

6. The method of claim 1, wherein personal information includes one or more of the user's name, address, credit card information, telephone numbers, facsimile number, e-mail address, employer name, employer address, work telephone

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numbers, buying history, travel preferences, food preferences, medical information, and personal interests.

7. The method of claim 1, wherein storing comprises saving the information in a database.

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8. The method of claim 1, wherein the other network server is controlled by an e-commerce merchant.

9. The method of claim 1, wherein the other network server corresponds to a web site.

10. The method of claim 1, further comprising authenticating the user prior to sending the requested information to the other network server.

11. The method of claim 1, further comprising authenticating a party associated with the other network server prior to sending the requested information to the other network server.

12. The method of claim 10 or 11 wherein authenticating comprises verifying a username and password.

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13. The method of claim 10 or 11 wherein authenticating comprises checking a digital certificate.

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